REMARKS

This Response is submitted in reply to the Office Action mailed on January 2, 2003. Claims 1-35 are pending in this application. Claims 1, 13, 14, 18, 20 and 26-32 have been amended. No new matter has been added by any of the amendments made herein. Applicants have submitted a Petition to Revive an Unintentionally Abandoned Application herewith.

Claims 1, 2, 3, 4-14, 15, 16-20, 21, 23, 24 and 25 were rejected under 35 U.S.C. §103(a). Applicants respectfully submit for the reasons set forth below, that the rejections have been overcome or are improper. Accordingly, Applicants respectfully request reconsideration of the patentability of Claims 1-35.

Claims 1, 2, 4-14, 16-20, 22 and 24-35 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,960,411 to Hartman et al. ("*Hartman*") in view of web pages from the web site www.airnet.com printed from the internet on March 22, 2000 ("*Airnet*"). Applicants respectfully submit that the combination of *Hartman* and *Airnet* does not disclose, teach or suggest all the elements of Claims 1-35 for the following reasons.

The Office Action states that *Hartman* teaches all of the elements of the claimed invention except for "a graphic depiction producing a parts explosion image of the promotional item and that by clicking an item, it can be dragged and dropped in the selection panel." (See the Office Action, Page 3). The Office Action therefore uses *Airnet* to remedy the deficiencies of *Hartman*. Applicants respectfully disagree with and traverse this rejection.

Hartman is directed to a method and system for placing a purchase order over a communications network such as the internet. According to *Hartman*, the method includes enabling a purchaser to place an order for a product using a client system where the order is received by a server system. The server system receives the purchaser or consumer information including the identification of the purchaser, payment information and shipment information from the client system. (See the Abstract). The service system then assigns a client identifier to the client system and associates the assigned client identifier with the received purchaser information. Subsequently, the service system sends the assigned client identifier, a HTML document including the identification of the item which was ordered by the purchaser

and an order button to the client system. The purchaser then presses or clicks on the order button to order the particular item where the client system sends the service system request to purchase the identified item to the server system. The server system then combines the purchaser information (which was received earlier) associated with the client identifier of the client system to generate an order to purchase the item in accordance with the billing and shipment information provided by the purchaser. (See the Abstract; Figs. 1A-1C).

Hartman however, does not disclose, teach or suggest using a "selection panel" to display the items ordered by the purchaser with the graphical depiction of the item or items on the graphical user interface on the client computer as defined by Claim 1. In fact, *Hartman* teaches away from using such a display or panel on the product page or any other page associated with its system. Claim 1 of *Hartman* specifically states "whereby the item is ordered without using a shopping cart ordering model." (Emphasis added). Therefore, *Hartman* does not disclose, teach or suggest using a shopping order display or any similar type of selection panel displayed with the graphical depiction on the same graphical user interface.

Hartman also does not disclose, teach or suggest "sending descriptive data related to one of the promotional items to a selection panel" or similar display where the sending of the descriptive data is "implemented by the client computer reading the auxiliary file and without having to query the server for the descriptive data" as in the claimed invention (Emphasis Added). On the contrary, as described above, *Hartman* teaches the transfer of information from the server to the client. Therefore, for each product order, information is transferred between the client and the server. In contrast, the claimed invention provides that the ordering is performed based on the information stored in the auxiliary file and not the server.

The Office Action further states that *Airnet* discloses "a graphic depiction producing an explosion image of items and further disclosing using drag-and-drop tools to pick items and drop elsewhere . . . ."(See the Office Action, Page 4). *Airnet*, however, does not disclose, teach or suggest displaying an order display, or any similar display such as the selection panel in the claimed invention, on a display device or similar screen which also displays the graphical depiction of one or more of the promotional items. Furthermore, *Airnet* does not disclose, teach or suggest reading

information from an auxiliary file instead of a server as in the claimed invention. *Airnet* therefore does not remedy the deficiencies of *Hartman*.

Accordingly, for at least these reasons, Claim 1 is patentably distinguished over the combination of *Hartman* and *Airnet*. Claims 13, 14, 18, 22, 26, 30 and 33 each include certain similar elements to amended Claim 1 and specifically include a selection panel which is displayed with the graphical depiction on a graphical user interface. Therefore, Claims 1, 13, 14, 18, 22, 26, 30 and 33 and Claims 2-12, 15-17, 19-21, 23-25, 27-29, 31-32 and 34-35 which depend therefrom, are each patentably distinguished over the combination of *Hartman* and *Airnet* and in condition for allowance.

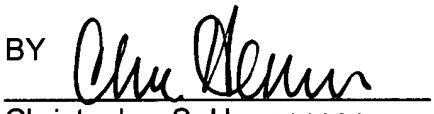
Claims 3, 15, 21 and 23 were rejected under 35 U.S.C. §103(a) as being unpatentable over *Hartman* in view of *Airnet* and in further view of U.S. Patent No. 6,496,208 to Bernhardt et. al ("*Bernhardt*"). Claim 3 depends from Claim 1. Claim 15 depends from Claim 14. Claim 21 depends from Claim 18 and Claim 23 depends from Claim 22. Accordingly, Applicants respectfully submit that Claims 3, 15, 21 and 23 are allowable for at least the reasons set forth above with respect to Claims 1, 14, 18 and 22 because the combination of *Hartman*, *Airnet* and *Bernhardt* does not disclose, teach or suggest the novel elements of Claims 3, 15, 21 and 23 in combination with the novel elements of Claims 1, 14, 18 and 22, respectively.

In light of the above, Applicants respectfully submit that Claims 1-35 are patentable and non-obvious over the art of record because the cited art does not disclose, teach or suggest all of the elements of the claimed invention. Accordingly, Applicants respectfully request that Claims 1-35 be deemed allowable at this time and that a timely Notice of Allowance be issued in this case.

A check in the amount of $1500.00 is submitted herein to cover the cost for the Petition to Revive the Unintentionally Abandoned Application. If any other fees are due in connection with this application the Patent Office is authorized to deduct the fees from Deposit Account No. 02-1818. If such a withdrawal is made, please indicate the Attorney Docket No. (114137-010) on the account statement.

Respectfully submitted,

BELL, BOYD & LLOYD LLC

BY 

Christopher S. Hermanson
Reg. No. 48,244
P.O. Box 1135
Chicago, Illinois 60690-1135
Phone: (312) 807-4225

Date: June 22, 2005